

## Message Text

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ORIGIN NEA-03

INFO OCT-01 ISO-00 SSO-00 /004 R

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DRAFTED BY NEA/RA:HMONTGOMERY:MAR

APPROVED BY NEA/RA:SEPALMER JR.

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O 300014Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY AMMAN IMMEDIATE

C O N F I D E N T I A L STATE 015785

STADIS////////////////////////////////////

THE FOLLOWING IS A REPEAT OF SECSTATE 15785 ACTION  
ABU DHABI CAIRO DAMASCUS MUSCAT JIDDA KUWAIT MANAMA  
INFO SANAA ALGIERS BEIRUT CASABLANCA DHAHRAN RABAT  
TRIPOLI TUNIS 23 JANUARY 1975. QUOTE:

C O N F I D E N T I A L STATE 015785

STADIS////////////////////////////////////

EMO. 11652: GDS

TAGS: XF, LE, APER, BEXP

SUBJECT: ROLE AND STAFFING OF REGIONAL TRADE DEVELOPMENT  
OFFICE (RTDO)

REF : BEIRUT 15336, BEIRUT 684 (NOTAL), BAGHDAD 12 (NOTAL)

BEIRUT PASS BAGHDAD FOR INFORMATION

1. IN CONNECTION WITH RECENT INSPECTORS' RECOMMENDATIONS  
AND DESIRE OF COMMERCE DEPARTMENT TO ASSIGN DEPUTY DIRECTOR  
TO RTDO IN BEIRUT, WE ARE URGENTLY EXAMINING ROLE, STAFF-  
ING, LOCATION AND UTILITY OF REGIONAL TRADE DEVELOPMENT  
OFFICE FOR MIDDLE EAS. ACTION POSTS' COMMENTS ARE REQUEST-  
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ED NO LATER THAN JANUARY 26.

2. AMONG QUESTIONS BEFORE US ARE: (A) WHETHER ROLE OF RTDO SHOULD BE SPECIFICALLY LIMITED TO SUPPORT OF SPECIAL TRADE PROMOTION EVENTS (TRADE FAIRS, EXHIBITS, MISSIONS, CATALOG SHOWS, SEMINARS); (B) ASSUMING SUCH DEFINITION OF RTDO'S ROLE, WHETHER TRADE EVENTS ANTICIPATED FOR COMING MONTHS (E.G., THROUGH FY 76) IN "REGION" (WHICH COULD BE EXTENDED TO INCLUDE MAGHREB) WOULD JUSTIFY EXPANDING RTDO'S AMERICAN PROFESSIONAL STAFF (I.E. NAMING OF DEPUTY DIRECTOR); AND (C) WHETHER RTDO MIGHT BETTER BE LOCATED ELSEWHERE (OR NEW COMMERCE POSITION MIGHT BETTER -- AND FEASIBLY -- BE LOCATED ELSEWHERE) IN AREA.

3. WE WOULD APPRECIATE YOUR FRANK VIEWS ON THESE QUESTIONS, INCLUDING PAST UTILITY OF RTDO TO YOUR TRADE PROMOTION ACTIVITIES AND YOUR EXPECTATIONS REGARDING FUTURE SUPPORT REQUIREMENTS, I.E., WORK LOAD YOU WOULD FORESEE TRADE EVENTS IN YOUR COUNTRY IMPOSING ON RTDO.

4. YOU ALSO MAY WISH TO DISCUSS ALTERNATIVES FOR SUPPORT OF TRADE EVENTS (E.G., TDY BY WASHINGTON PERSONNEL) AND RAISE ANY PROBLEMS YOU FORESEE IF RTDO NO LONGER PLAYS PAST ROLE IN ACTIVITIES NOT DIRECTLY RELATED TO PLANNING AND STAGING OF TRADE EVENTS. (ONE QUESTION TO BE RESOLVED IS WHETHER LIMITED MARKET RESEARCH, SPECIFICALLY TIED TO PLANNING OF PROMOTIONAL EVENTS, MIGHT STILL BE INCLUDED IN RTDO'S MORE NARROWLY DEFINED TERMS OF REFERENCE.) WE WOULD EXPECT COMMERCIAL OFFICER FOR LEBANON TO FILL EMBASSY'S TRADITIONAL ROLE OF LIAISON WITH US BUSINESS REPRESENTATIVES IN BEIRUT.

UNQUOTE KISSINGER

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## Message Attributes

**Automatic Decaptioning:** Z  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 JAN 1975  
**Decaption Date:** 28 MAY 2004  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** johnsorg  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975STATE015785  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** HMONTGOMERY:MAR  
**Enclosure:** n/a  
**Executive Order:** RR  
**Errors:** N/A  
**Film Number:** n/a  
**From:** SECSTATE WASHDC  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t1975014/aaaaadte.tel  
**Line Count:** 93  
**Locator:** TEXT ON-LINE  
**Office:** ORIGIN NEA  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** STADIS  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** STADIS  
**Reference:** 75 BEIRUT 15336, 75 BEIRUT 684 (NOTAL), 75 BAGHDAD 12 (NOTAL)  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** johnsorg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 29 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <29 JUL 2003 by ShawDG>; APPROVED <24 NOV 2003 by johnsorg>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ROLE AND STAFFING OF REGIONAL TRADE DEVELOPMENT OFFICE (RTDO)  
**TAGS:** APER, BEXP, XF, LE  
**To:** AMMAN  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006